

Dr. R. B. Seligman

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New Brands

The brands listed below were introduced since April 1, 1970, and were included in The Federal Trade Commission Report dated August 16, 1972 (Market Survey #11).

| <u>Brand</u>                | <u>FTC Tar, mg/cigt.</u> |
|-----------------------------|--------------------------|
| Adam 85                     | 18.1                     |
| American Brand 80           | 19.2                     |
| American Brand 85           | 20.6                     |
| Camel Tails 100             | 20.2                     |
| Carlton Menthol 85          | 5.8                      |
| Eve 100                     | 17.6                     |
| Eve Menthol 100             | 17.3                     |
| Kent Menthol 85             | 18.0                     |
| Kent Menthol 100            | 18.6                     |
| Lucky Ten 85                | 9.8                      |
| Lyme 85                     | 14.7                     |
| Marlboro Lights 85          | 13.5                     |
| Maryland Menthol 100        | 19.7                     |
| Maverick 85                 | 20.2                     |
| Pall Mall 80 Box            | 18.5                     |
| Pall Mall 85 (Filter)       | 20.2                     |
| Vantage 85                  | 11.7                     |
| Vantage Menthol 85          | 11.5                     |
| Pall Mall 100 (Box)         | 18.2                     |
| Pall Mall Menthol 100 (Box) | 17.7                     |
| Life                        | 9.7                      |
| St. Moritz 100              | 22.1                     |
| St. Moritz Menthol 100      | <u>20.2</u>              |
| Overall Average             | 16.6                     |

JEW:nwp

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